

1. (CURRENTLY AMENDED) A foldable ~~An~~ insulated beverage holder, comprising:

a beverage holder formed from a single sheet of flexible material, the beverage holder comprising:

at least one a first rectangular portion formed from the flexible material;

a second rectangular portion formed from the flexible material; and

a substantially round portion, contiguous with ~~the~~ a first part of the at least one rectangular section and ~~the~~ a second part of the at least one rectangular section, also formed from the flexible material, the substantially round section located between the first part of the at least one rectangular portion and the second part of the at least one rectangular portion such that the first part of the at least one rectangular portion and the second part of the at least one rectangular portion are located at opposite peripheral sides of the substantially round portion,

wherein the first part of the at least one rectangular portion and the second part of the at least one rectangular portion are attached to one another by an attachment means so as to form a substantially cylindrical shape with the substantially round portion forming an at least partially sealed bottom to the substantially cylindrical shape;

the insulated beverage holder further comprising a strap, attached to at least one of the first rectangular portion and the second rectangular portion by the attachment means,

wherein the strap is formed from the flexible material,

wherein the flexible material comprises at least one of foamed polyurethane and neoprene,

wherein the strap comprises a wide portion of being 2.5 inches to 4 inches in width, and

the strap is provided with an advertisement logo, such that when the the foldable insulated beverage holder is held in the hand, the advertisement logo is visible.

2. (CANCELLED)

3. (PREVIOUSLY PRESENTED) The insulated beverage holder of claim 1, wherein the attachment means comprises at least one of stitching, heat welding, ultrasonic welding, adhesives, and hook-and-loop fasteners.

4. (CURRENTLY AMENDED) The insulated beverage holder of claim 1, wherein the strap comprises a portion of the flexible material, attached with the attachment means to at least one of the first part of the at least one rectangular portion and the second part of the at least one rectangular portion.

5. (CURRENTLY AMENDED) The insulated beverage holder of claim 1, wherein the strap comprises a portion of the flexible material, contiguous with at least one of the first part of the at least one rectangular portion and the second part of the at least one rectangular portion, folded over and attached with the attachment means to the at least one of the first part of the at least one rectangular portion and the second part of the at least one rectangular portion.

6. (CANCELLED)

7. (PREVIOUSLY PRESENTED) The insulated beverage holder of claim 5, wherein the strap comprises a wide portion of being 2.5 inches to 4 inches in width such that a logo may be applied to the strap and that the strap securely holds the beverage holder to a hand.

8. (CANCELLED)

9. (CANCELLED)

10. (CURRENTLY AMENDED) A method of making an insulated beverage holder, comprising the steps of:

forming a beverage holder from a single sheet of flexible material, the step of forming the beverage holder comprising the steps of:

forming at least one ~~a first~~ rectangular portion from the flexible material,

~~forming a second rectangular portion from the flexible material,~~

forming a substantially round portion, contiguous with ~~the~~ a first part of the at least one rectangular section and ~~the~~ a second part of the at least one rectangular section, also formed from the flexible material, the substantially round section located between the first part of the at least one rectangular portion and the second part of the at least one rectangular portion such that the first part of the at least one rectangular portion and the second part of the at least one rectangular portion are located at opposite peripheral sides of the substantially round portion,

attaching the first part of the at least one rectangular portion and the second part of the at least one rectangular portion are to one another so as to form a substantially cylindrical shape with the substantially round portion forming an at least partially sealed bottom to the substantially cylindrical shape, and

attaching a strap to at least one of the first part of the at least one rectangular portion and the second part of the at least one rectangular portion,

wherein the strap is formed from the flexible material,

wherein the flexible material comprises at least one of foamed polyurethane and neoprene,

wherein the strap comprises a wide portion of being 2.5 inches to 4 inches in width, and

the strap is provided with an advertisement logo, such that when the the foldable insulated beverage holder is held in the hand, the advertisement logo is visible.

11. (CANCELLED)

12. (PREVIOUSLY PRESENTED) The method of making an insulated beverage holder of claim 10, wherein the step of attaching comprises the step of at least one of stitching, heat welding, ultrasonic welding, adhesives, and hook-and-loop fasteners.

13. (CURRENTLY AMENDED) The method of making an insulated beverage holder of claim 10, wherein the strap comprises a portion of the flexible material, and the step of attaching the strap comprises the step of attaching the strap to at least one of the first part of the at least one rectangular portion and the second part of the at least one rectangular portion.

14. (CURRENTLY AMENDED) The method of making an insulated beverage holder of claim 10, wherein the strap comprises a portion of the flexible material, contiguous with at least one of the first part of the at least one rectangular portion and the second part of the at least one rectangular portion, and the step of attaching the strap comprises the steps of folding the strap over and attaching the strap to the at least one of the first part of the at least one rectangular portion and the second part of the at least one rectangular portion.

15. (CANCELLED)

16. (CANCELLED)

17. (CANCELLED)

18. (CANCELLED)

19. (CANCELLED)

20. (CANCELLED)

21. (CANCELLED)

22. (CANCELLED)